

c) means for enabling the user to identify to the system the music product to be previewed;

d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback; and,

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wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to select among, and to control the playback of musical selections from the music product identified for previewing.

15. A system according to claim 14 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

16. A system according to claim 14 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

17. A system according to claim 14 wherein the user-interaction means includes a user-system

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interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

18. A system according to claim 14 further comprising means for gathering and storing data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users.

19. A system according to claim 14 further comprising means for gathering and storing data concerning frequency of music product identification by users, the data being compiled by categories of music products.

20. A system according to claim 14 further comprising means for gathering and storing data concerning music product identification events.

21. A system according to claim 14 further comprising means for gathering and storing data concerning user-interactions with system for musical selection-choice events.

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22. A method for user previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises the steps of:

a) providing a system at the retail sale location which has (i) preloaded data storage and playback means which preloaded data includes musical selections from the music product available for sale; (ii) means for enabling the user to identify to the system the music product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among musical selections from the music product identified to the system for previewing;

b) identifying to the system the music product to be previewed, using the product identification means;

c) choosing a musical selection for user previewing using the user interaction means; and,

d) interacting with the system to choose a second musical selection for user previewing using the user interaction means,

wherein the method enables the user to preview musical selections from a packaged music product at a retail sales location without the user having to open the music product packaging, and further wherein the user is able to choose among musical selections from the music product identified for previewing.

23. A method according to claim 22 wherein the identifying step (b) includes supplying a unique music product code to the product identification means.

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Sub D4 24. A method according to claim 22 wherein the identifying step (b) includes a step selected from the group consisting of typing a textual description of the music product, transmitting a music product description to the system via voice command, typing a unique alphanumeric music product code, scanning a music product bar code appearing on the music product packaging, scanning a music product bar code appearing on a facsimile of the music product packaging, scanning a music product bar code appearing on a music product promotional material, scanning a label containing the music product code affixed to the music product, and combinations thereof.

25. A method according to claim 22 wherein the identifying step (b) includes selecting an existing reference to the music product to be previewed presented to the user by the system.

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D 26. A method according to claim 25 wherein the identifying step (b) includes a step selected from the group consisting of touching a graphical depiction of the music product on a touch screen, touching a textual description of the music product as presented on a touch screen, touching a unique alphanumeric code corresponding to the music product on a touch screen, and combinations thereof.

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27. A system for user-interactive previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises:

- a) data storage, retrieval and playback means containing preloaded data which includes musical selections from the music product available for sale, the means further providing for storage of data generated and collected during user operation of the system;
- b) means for enabling the user to identify to the system the music product to be previewed;
- c) means for user-interaction with the system enabling the user to choose among musical selections from the music products identified to the system for previewing, and enabling the user to control the musical selection playback; and,
- d) means for collecting data concerning frequency of music product identification by users and data concerning frequency of music product musical selections chosen by users,

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging, further wherein the user is able to choose among and control the playback of musical selections from the music product identified for previewing, and further wherein the system generates and collects data concerning identification events and musical selection choice events during user operation of the system.

28. A system according to claim 27 wherein the data storage retrieval and playback means further comprises data transmission means to enable uploading and downloading of data.

C1 Sub D6 29. A system according to claim 27 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

30. A system for user-interactive previewing at a retail sales location of a packaged music product available for sale which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the music product to be previewed by selecting an existing reference to the music product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback;

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among, and to control the playback of musical selections from the music product identified for previewing.

31. A system according to claim 30 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the music product on a touch screen, means for touching a textual description of the music product as presented on a touch screen, means for touching a unique

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alphanumeric code corresponding to the music product
on a touch screen, and combinations thereof.

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32. A system according to claim 30 further
comprising means for gathering data concerning
frequency of music product identification by users
and data concerning frequency of music product
musical selections chosen by users.

33. A system for user-interactive previewing at a retail sales location of a packaged music product available for sale without the user having to open the music product packaging which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the music product to be previewed by supplying a music product code to ~~load~~ the system;
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback;
wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among and to control the playback of musical selections from the music product identified for previewing.

34. A system according to claim 33 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the music product, means for transmitting a music product description via voice command, means for typing a unique alphanumeric music product code, means for scanning a music product bar code appearing on the music product packaging, means for scanning a music

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product bar code appearing on a facsimile of the
music product packaging, means for scanning a music
product bar code appearing on a music product
promotional material, means for scanning a label
containing the music product code affixed to the
music product, and combinations thereof.

35. A system for user-interactive previewing of a packaged music product available for sale which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the music product to be previewed by selecting an existing reference to the music product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback;

wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among, and to control the playback of musical selections from the music product identified for previewing.

(36.) A system according to claim 35 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the music product on a touch screen, means for touching a textual description of the music product as presented on a touch screen, means for touching a unique

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alphanumeric code corresponding to the music product
on a touch screen, and combinations thereof.

37. A system according to claim 35 further
comprising means for gathering data concerning
frequency of music product identification by users
and data concerning frequency of music product
musical selections chosen by users.

38. A system for user-interactive previewing of a packaged music product available for sale without the user having to open the music product packaging which comprises:

- a) means for storing information which includes musical selections from the music product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the music product to be previewed by supplying a music product code to the system;
- d) means for user-interaction with the system enabling the user to choose among musical selections from the music product identified to the system for previewing, and enabling the user to control the musical selection playback; wherein the system enables the user to preview musical selections from a packaged music product without the user having to open the music product packaging and further wherein the user is able to choose among and to control the playback of musical selections from the music product identified for previewing.

39. A system according to claim 38 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the music product, means for transmitting a music product description via voice command, means for typing a unique alphanumeric music product code, means for scanning a music product bar code appearing on the music product packaging, means for scanning a music

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product bar code appearing on a facsimile of the
music product packaging, means for scanning a music
product bar code appearing on a music product
promotional material, means for scanning a label
containing the music product code affixed to the
music product, and combinations thereof.

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40. A system for user-interactive previewing at a retail sales location of a packaged software product available for sale which comprises:

- a) means for storing information which includes program components from the software product available for sale;
- b) means for retrieving stored information and for presenting it to the user,
- c) means for enabling the user to identify to the system the software product to be previewed;
- d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program components retrieval and presentation; and,

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to select among, and to control the retrieval and presentation of program components from the software product identified for previewing.

41. A system according to claim 40 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

42. A system according to claim 40 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

43. A system according to claim 40 wherein the user-interaction means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

44. A system according to claim 40 further comprising means for gathering and storing data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users.

45. A system according to claim 40 further comprising means for gathering and storing data concerning frequency of software product identification by users, the data being compiled by categories of software products.

46. A system according to claim 40 further comprising means for gathering and storing data concerning software product identification events.

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47. A system according to claim 40 further comprising means for gathering and storing data concerning user-interactions with system for software product program component choice events.

48. A method for user previewing at a retail sales location of a packaged software product available for sale without the user having to open the software product packaging which comprises the steps of:

- a) providing a system at the retail sale location which has (i) preloaded data storage, retrieval and presentation means which preloaded data includes program components from the software product available for sale; (ii) means for enabling the user to identify to the system the software product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among program components from the software product identified to the system for previewing;
- b) identifying to the system the software product to be previewed, using the product identification means;
- c) choosing a program component for user previewing using the user interaction means; and,
- d) interacting with the system to choose a second program component for user previewing using the user interaction means,

wherein the method enables the user to preview program components from a packaged software product at a retail sales location without the user having to open the software product packaging, and further wherein the user is able to choose among program components from the software product identified for previewing.

49. A method according to claim 48 wherein the identifying step (b) includes supplying a unique software product code to the product identification means.

50. A method according to claim 48 wherein the identifying step (b) includes a step selected from the group consisting of typing a textual description of the software product, transmitting a software product description to the system via voice command, typing a unique alphanumeric software product code, scanning a software product bar code appearing on the software product packaging, scanning a software product bar code appearing on a facsimile of the software product packaging, scanning a software product bar code appearing on a software product promotional material, scanning a label containing the software product code affixed to the software product, and combinations thereof.

51. A method according to claim 48 wherein the identifying step (b) includes selecting an existing reference to the software product to be previewed presented to the user by the system.

52. A method according to claim 51 wherein the identifying step (b) includes a step selected from the group consisting of touching a graphical depiction of the software product on a touch screen, touching a textual description of the software product as presented on a touch screen, touching a unique alphanumeric code corresponding to the software product on a touch screen, and combinations thereof.

53. A system for user-interactive previewing at a retail sales location of a packaged software product available for sale without the user having to open the software product packaging which comprises:

- a) data storage, retrieval and presentation means containing preloaded data which includes program components from the software product available for sale, the means further providing for storage of data generated and collected during user operation of the system;
- b) means for enabling the user to identify to the system the software product to be previewed;
- c) means for user-interaction with the system enabling the user to choose among program components from the software products identified to the system for previewing, and enabling the user to control the program component retrieval and presentation; and,
- d) means for collecting data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users,

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging, further wherein the user is able to choose among and control the retrieval and presentation of program components from the software product identified for previewing, and further wherein the system generates and collects data concerning identification events and program component choice events during user operation of the system.

54. A system according to claim 53 wherein the data storage retrieval and presentation means further comprises data transmission means to enable uploading and downloading of data.

55. A system according to claim 53 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

56. A system for user-interactive previewing at a retail sales location of a packaged software product available for sale which comprises:

- a) means for storing information which includes program components from the software product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the software product to be previewed by selecting an existing reference to the software product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program component retrieval and presentation;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components from the software product identified for previewing.

57. A system according to claim 56 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the software product on a touch screen, means for touching a textual description of the software product as presented on a touch screen, means for

touching a unique alphanumeric code corresponding to the software product on a touch screen, and combinations thereof.

58. A system according to claim 56 further comprising means for gathering data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users.

59. A system for user-interactive previewing at a retail sales location of a packaged software product available for sale without the user having to open the software product packaging which comprises:

- a) means for storing information which includes program components from the software product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the software product to be previewed by supplying a software product code to the system;
- d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program component retrieval and presentation;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among and to control the retrieval and presentation of program components from the software product identified for previewing.

60. A system according to claim 59 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the software product, means for transmitting a software product description via voice command, means for typing a unique alphanumeric software product code, means for scanning a software product bar code

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appearing on the software product packaging, means
for scanning a software product bar code appearing on
a facsimile of the software product packaging, means
for scanning a software product bar code appearing on
a software product promotional material, means for
scanning a label containing the software product code
affixed to the software product, and combinations
thereof.

61. A system for user-interactive previewing of a packaged software product available for sale which comprises:

- a) means for storing information which includes program components from the software product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the software product to be previewed by selecting an existing reference to the software product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components from the software product identified for previewing.

(62.) A system according to claim 61 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the software product on a touch screen, means for touching a textual description of the software product as presented on a touch screen, means for

touching a unique alphanumeric code corresponding to the software product on a touch screen, and combinations thereof.

63. A system according to claim 61 further comprising means for gathering data concerning frequency of software product identification by users and data concerning frequency of software product program components chosen by users.

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64. A system for user-interactive previewing of a packaged software product available for sale without the user having to open the software product packaging which comprises:

- a) means for storing information which includes program components from the software product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the software product to be previewed by supplying a software product code to the system;
- d) means for user-interaction with the system enabling the user to choose among program components from the software product identified to the system for previewing, and enabling the user to control the program component retrieval and presentation;

wherein the system enables the user to preview program components from a packaged software product without the user having to open the software product packaging and further wherein the user is able to choose among and to control the retrieval and presentation of program components from the software product identified for previewing.

65. A system according to claim 64 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the software product, means for transmitting a software product description via voice command, means for typing a unique alphanumeric software product code, means for scanning a software product bar code

appearing on the software product packaging, means
for scanning a software product bar code appearing on
a facsimile of the software product packaging, means
for scanning a software product bar code appearing on
a software product promotional material, means for
scanning a label containing the software product code
affixed to the software product, and combinations
thereof.

66. A system for user-interactive previewing at a retail sales location of a packaged video product available for sale which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information,
- c) means for enabling the user to identify to the system the video product to be previewed;
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback; and,

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to select among, and to control the playback of selections from the video product identified for previewing.

(67). A system according to claim 66 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

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68. A system according to claim 66 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

69. A system according to claim 66 wherein the user-interaction means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

70. A system according to claim 66 further comprising means for gathering and storing data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users.

71. A system according to claim 66 further comprising means for gathering and storing data concerning frequency of video product identification by users, the data being compiled by categories of video products.

72. A system according to claim 66 further comprising means for gathering and storing data concerning video product identification events.

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C) 73. A system according to claim 66 further comprising means for gathering and storing data concerning user-interactions with system for video product selection choice events.

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74. A method for user previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises the steps of:

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- a) providing a system at the retail sale location which has (i) preloaded data storage and playback means which preloaded data includes selections from the video product available for sale; (ii) means for enabling the user to identify to the system the video product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among selections from the video product identified to the system for previewing;
- b) identifying to the system the video product to be previewed, using the product identification means;
- c) choosing a selection for user previewing using the user interaction means; and,
- d) interacting with the system to choose a second selection for user previewing using the user interaction means,

wherein the method enables the user to preview selections from a packaged video product at a retail sales location without the user having to open the video product packaging, and further wherein the user is able to choose among selections from the video product identified for previewing.

75. A method according to claim 74 wherein the identifying step (b) includes supplying a unique video product code to the product identification means.

sub D8 76. A method according to claim 75 wherein the identifying step (b) includes a step selected from the group consisting of typing a textual description of the video product, transmitting a video product description to the system via voice command, typing a unique alphanumeric video product code, scanning a video product bar code appearing on the video product packaging, scanning a video product bar code appearing on a facsimile of the video product packaging, scanning a video product bar code appearing on a video product promotional material, scanning a label containing the video product code affixed to the video product, and combinations thereof.

77. A method according to claim 74 wherein the identifying step (b) includes selecting an existing reference to the video product to be previewed presented to the user by the system.

78. A method according to claim 77 wherein the identifying step (b) includes a step selected from the group consisting of touching a graphical depiction of the video product on a touch screen, touching a textual description of the video product as presented on a touch screen, touching a unique alphanumeric code corresponding to the video product on a touch screen, and combinations thereof.

Sub Dg > 79. A system for user-interactive previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises:

- a) data storage, retrieval and playback means containing preloaded data which includes selections from the video product available for sale, the means further providing for storage of data generated and collected during user operation of the system;
- b) means for enabling the user to identify to the system the video product to be previewed;
- c) means for user-interaction with the system enabling the user to choose among selections from the video products identified to the system for previewing, and enabling the user to control the selection playback; and,
- d) means for collecting data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users,

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging, further wherein the user is able to choose among and control the playback of selections from the video product identified for previewing, and further wherein the system generates and collects data concerning identification events and selection choice events during user operation of the system.

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80. A system according to claim 79 wherein the data storage retrieval and playback means further comprises data transmission means to enable uploading and downloading of data.

C1 Sub D10 81 81. A system according to claim 79 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

82. A system for user-interactive previewing at a retail sales location of a packaged video product available for sale which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the video product to be previewed by selecting an existing reference to the video product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among, and to control the playback of selections from the video product identified for previewing.

83. A system according to claim 82 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the video product on a touch screen, means for touching a textual description of the video product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the video product on a touch screen, and combinations thereof.

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84. A system according to claim 82 further comprising means for gathering data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users.

85. A system for user-interactive previewing at a retail sales location of a packaged video product available for sale without the user having to open the video product packaging which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the video product to be previewed by supplying a video product code to the system;
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among and to control the playback of selections from the video product identified for previewing.

86. A system according to claim 85 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the video product, means for transmitting a video product description via voice command, means for typing a unique alphanumeric video product code, means for scanning a video product bar code appearing on the video product packaging, means for scanning a video product bar code appearing on a facsimile of the

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video product packaging, means for scanning a video product bar code appearing on a video product promotional material, means for scanning a label containing the video product code affixed to the video product, and combinations thereof.

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87. A system for user-interactive previewing of a packaged video product available for sale which comprises:

- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information; ;
- c) means for enabling the user to identify to the system the video product to be previewed by selecting an existing reference to the video product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among, and to control the playback of selections from the video product identified for previewing.

88. A system according to claim 87 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the video product on a touch screen, means for touching a textual description of the video product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the video product on a touch screen, and combinations thereof.

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89. A system according to claim 87 further comprising means for gathering data concerning frequency of video product identification by users and data concerning frequency of video product selections chosen by users.

90. A system for user-interactive previewing of a packaged video product available for sale without the user having to open the video product packaging which comprises:

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- a) means for storing information which includes selections from the video product available for sale;
- b) means for playing back stored information,;
- c) means for enabling the user to identify to the system the video product to be previewed by supplying a video product code to the system;
- d) means for user-interaction with the system enabling the user to choose among selections from the video product identified to the system for previewing, and enabling the user to control the selection playback;

wherein the system enables the user to preview selections from a packaged video product without the user having to open the video product packaging and further wherein the user is able to choose among and to control the playback of selections from the video product identified for previewing.

91. A system according to claim 90 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the video product, means for transmitting a video product description via voice command, means for typing a unique alphanumeric video product code, means for scanning a video product bar code appearing on the video product packaging, means for scanning a video product bar code appearing on a facsimile of the

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video product packaging, means for scanning a video product bar code appearing on a video product promotional material, means for scanning a label containing the video product code affixed to the video product, and combinations thereof.

92. A system for user-interactive previewing at a retail sales location of a packaged, interactive CD-ROM product available for sale which comprises:

- a) means for storing information which includes program components and features from the CD-ROM product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed;
- d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features; and

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to select among, and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

93. A system according to claim 92 wherein the information storage means utilizes an information storage medium selected from the group consisting of CD-ROM, audio CD, magnetic storage media, optical storage media, magneto-optical storage media, floptical storage media, ROM, EPROM, ROM card, Flash RAM, and combinations thereof.

94. A system according to claim 92 wherein the product identification means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen and an electromechanical switch, and combinations thereof.

95. A system according to claim 92 wherein the user-interaction means includes a user-system interface selected from the group consisting of a keyboard, a keypad, a telephone keypad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

96. A system according to claim 92 further comprising means for gathering and storing data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of CD-ROM product program components and features chosen by users.

97. A system according to claim 92 further comprising means for gathering and storing data concerning frequency of interactive CD-ROM product identification by users, the data being compiled by categories of interactive CD-ROM products.

98. A system according to claim 92 further comprising means for gathering and storing data concerning interactive CD-ROM product identification events.

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99. A system according to claim 92 further comprising means for gathering and storing data concerning user-interactions with system for interactive CD-ROM product program components and features choice events.

100. A method for user previewing at a retail sales location of a packaged, interactive CD-ROM product available for sale without the user having to open the interactive CD-ROM product packaging which comprises the steps of:

- a) providing a system at the retail sale location which has (i) preloaded data storage retrieval and presentation means which preloaded data includes program components and features from the interactive CD-ROM product available for sale; (ii) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed; and (iii) means for user interaction with the system for enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing;
- b) identifying to the system the interactive CD-ROM product to be previewed, using the product identification means;
- c) choosing program components and features for user previewing using the user interaction means; and,
- d) interacting with the system to choose additional program components and features for user previewing using the user interaction means,

wherein the method enables the user to preview program components and features from a packaged, interactive CD-ROM product at a retail sales location without the user having to open the interactive CD-ROM product packaging, and further wherein the user is able to choose among program components and

features from the interactive CD-ROM product identified for previewing.

101. A method according to claim 100 wherein the identifying step (b) includes supplying a unique interactive CD-ROM product code to the product identification means.

102. A method according to claim 101 wherein the identifying step (b) includes a step selected from the group consisting of typing a textual description of the interactive CD-ROM product, transmitting a interactive CD-ROM product description to the system via voice command, typing a unique alphanumeric interactive CD-ROM product code, scanning an interactive CD-ROM product bar code appearing on the interactive CD-ROM product packaging, scanning an interactive CD-ROM product bar code appearing on a facsimile of the interactive CD-ROM product packaging, scanning an interactive CD-ROM product bar code appearing on an interactive CD-ROM product promotional material, scanning a label containing the interactive CD-ROM product code affixed to the interactive CD-ROM product, and combinations thereof.

103. A method according to claim 100 wherein the identifying step (b) includes selecting an existing reference to the interactive CD-ROM product to be previewed presented to the user by the system.

104. A method according to claim 103 wherein the identifying step (b) includes a step selected from the group consisting of touching a graphical depiction of the interactive CD-ROM product on a touch screen, touching a textual description of the

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interactive CD-ROM product as presented on a touch screen, touching a unique alphanumeric code corresponding to the interactive CD-ROM product on a touch screen, and combinations thereof.

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105. A system for user-interactive previewing at a retail sales location of a packaged interactive CD-ROM product available for sale without the user having to open the interactive CD-ROM product packaging which comprises:

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- a) data storage, retrieval and presentation means containing preloaded data which includes program components and features from the interactive CD-ROM product available for sale, the means further providing for storage of data generated and collected during user operation of the system;
- b) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed;
- c) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM products identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features; and,
- d) means for collecting data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of interactive CD-ROM product program components and features chosen by users,

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging, further wherein the user is able to choose among and control the retrieval and presentation of program components and features from the interactive CD-ROM

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product identified for previewing, and further wherein the system generates and collects data concerning identification events and program components and features choice events during user operation of the system.

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106. A system according to claim 105 wherein the data storage retrieval and presentation means further comprises data transmission means to enable uploading and downloading of data.

107. A system according to claim 105 wherein the identification means includes a user-system interface selected from the group consisting of a keyboard, a key pad, a telephone key pad, a touch sensitive pad with an overlay, an optical scanner, a touch screen, an electromechanical switch and combinations thereof.

108. A system for user-interactive previewing at a retail sales location of a packaged interactive CD-ROM product available for sale which comprises:

- a) means for storing information which includes program components and features from the interactive CD-ROM product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by selecting an existing reference to the interactive CD-ROM product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

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109. A system according to claim 108 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the interactive CD-ROM product on a touch screen, means for touching a textual description of the interactive CD-ROM product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the interactive CD-ROM product on a touch screen, and combinations thereof.

110. A system according to claim 108 further comprising means for gathering data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of interactive CD-ROM product program components and features chosen by users.

111. A system for user-interactive previewing at a retail sales location of a packaged, interactive CD-ROM product available for sale without the user having to open the interactive CD-ROM product packaging which comprises:

- a) means for storing information which includes program components and features from the interactive CD-ROM product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by supplying an interactive CD-ROM product code to the system;
- d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

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112. A system according to claim 111 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the interactive CD-ROM product, means for transmitting an interactive CD-ROM product description via voice command, means for typing a unique alphanumeric interactive CD-ROM product code, means for scanning an interactive CD-ROM product bar code appearing on the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on a facsimile of the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on an interactive CD-ROM product promotional material, means for scanning a label containing the interactive CD-ROM product code affixed to the interactive CD-ROM product, and combinations thereof.

113. A system for user-interactive previewing of a packaged interactive CD-ROM product available for sale which comprises:

- a) means for storing information which includes program components and features from the interactive CD-ROM product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by selecting an existing reference to the interactive CD-ROM product presented to the user by the system; and,
- d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among, and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

114. A system according to claim 113 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for touching a graphical depiction of the

interactive CD-ROM product on a touch screen, means for touching a textual description of the interactive CD-ROM product as presented on a touch screen, means for touching a unique alphanumeric code corresponding to the interactive CD-ROM product on a touch screen, and combinations thereof.

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115. A system according to claim 113 further comprising means for gathering data concerning frequency of interactive CD-ROM product identification by users and data concerning frequency of interactive CD-ROM product program components and features chosen by users.

116. A system for user-interactive previewing of a packaged, interactive CD-ROM product available for sale without the user having to open the interactive CD-ROM product packaging which comprises:

- a) means for storing information which includes program components and features from the interactive CD-ROM product available for sale;
- b) means for retrieving stored information and for presenting it to the user;
- c) means for enabling the user to identify to the system the interactive CD-ROM product to be previewed by supplying an interactive CD-ROM product code to the system;
- d) means for user-interaction with the system enabling the user to choose among program components and features from the interactive CD-ROM product identified to the system for previewing, and enabling the user to control the retrieval and presentation of program components and features;

wherein the system enables the user to preview program components and features from a packaged, interactive CD-ROM product without the user having to open the interactive CD-ROM product packaging and further wherein the user is able to choose among and to control the retrieval and presentation of program components and features from the interactive CD-ROM product identified for previewing.

117. A system according to claim 116 wherein the product identification means includes a user-system interface which is selected from the group consisting of means for typing a textual description of the interactive CD-ROM product, means for transmitting an

interactive CD-ROM product description via voice command, means for typing a unique alphanumeric interactive CD-ROM product code, means for scanning an interactive CD-ROM product bar code appearing on the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on a facsimile of the interactive CD-ROM product packaging, means for scanning an interactive CD-ROM product bar code appearing on an interactive CD-ROM product promotional material, means for scanning a label containing the interactive CD-ROM product code affixed to the interactive CD-ROM product, and combinations thereof.

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